

PART XV

SPONSORS

Presenting Sponsor



A Member of Catholic Health East
Sponsored by the Sisters of St. Joseph of St. Augustine, Florida
3663 South Miami Avenue, Miami, FL 33133

Mercy Hospital, a recipient of the HealthGrades Distinguished Hospital Award for Clinical Excellence™ in 2003 and 2004, as well as the J.D. Power and Associates Distinguished Hospital for Service Excellence designation, teamed up with the Mayor's Health and Fitness Challenge to continue its dedication to the multi-cultural Miami-Dade community.

This yearlong initiative fit right in with Mercy's core values. It proved to be a great opportunity to promote and help educate Miami-Dade County residents on healthy living in a fun and positive manner. The Hospital is very proud to be part of its success.



For 75 years, the Miami-Dade Parks Department has provided the community with outstanding recreational and cultural activities as well as having preserved the area's natural beauty. The Department currently manages more than 12,000 acres and has nearly 250 parks, natural areas, recreational facilities and greenways. As one of the nation's largest and busiest leisure service agencies, the Department continues to provide outstanding recreational facilities and programming to more than 25 million residents and visitors.

"The Parks Department has been an integral part of the Mayor's Fitness Challenge," said Miami-Dade Park and Recreation Director Vivian Donnell Rodriguez. "Our involvement has included production of a wellness brochure for the Challenge's initial kick-off at Amelia Earhart Park along with many other special events coordinated at our other facilities including Tropical Park and the Joseph Caleb Center. We are pleased to be able to continue our pivotal role in the endeavor through hiring a community fitness coordinator. We offer a plethora of facilities and activities at our parks, including swimming pools, soccer, baseball and football fields, and Yoga, Tai Chi and eco-adventures programs. Our multi-court tennis centers, walking and running clubs, lakes, waterways and beaches all contribute to a physically active and healthy community."



LA Fitness is a premier network of health clubs designed around our members needs. Our facilities include state-of-the art cardio equipment, expansive free weight areas, numerous circuit machines, dynamic aerobic and cardio classes, pools/sauna/spa, racquetball and basketball courts. We offer activities and services like qualified

personal training, leagues/tournaments and babysitting. Membership includes access to all other LA Fitness Sports Clubs in the area so working out is convenient.

Our company has 20 years experience in serving the fitness needs of national metropolitan areas. Over 100 LA Fitness Sports Clubs can be found across the country in Arizona, California, Connecticut, Florida, Georgia, New Jersey, New York, Oregon and Pennsylvania. And we're still growing. One reason that makes us so successful is our commitment to maintaining our facilities to high standards, inside and out.

We value community, family and local events that promote personal wellness. Our company supports numerous non-profit organizations and groups. LA Fitness chose to participate in the Mayor's Health and Fitness Challenge because we saw an opportunity to support the message of achieving a healthier lifestyle. Together -- with companies that foster wellness in mind, body, or spirit -- we believe the program will help motivate the public to choose habits that better their health, including physical fitness.

The Miami Herald

el Nuevo Herald

The Miami Herald is one of the United States' great metropolitan dailies. A winner of 17 Pulitzer Prizes, including the 2001 Pulitzer for Breaking News Reporting, The Miami Herald is recognized as one of the nation's finest newspapers and was named one of the nation's Top 20 Newspapers by the Columbia Journalism Review. The

Herald is clearly the country's leading newspaper in everything related to news from and about Latin America. Launched in 1903 as The Evening Record and re-christened in 1910, The Miami Herald is South Florida's oldest newspaper. It is now the largest circulation daily newspaper in the area, with a weekly readership of nearly 1.4 million.

The Miami Herald was pleased to sponsor the 2004 Mayor's Health and Fitness Challenge. We support your mission of promoting physical fitness and general wellness among all Miami-Dade county residents. As an organization, we support hundreds of community events and organizations. Through this assistance and support, we, too, can make a difference in the lives of those we reach.

Kellogg's®

Since 1906, people have come to know Kellogg as a company they can rely on for great-tasting, high-quality foods. With projected annual sales of more than \$9 billion, Kellogg is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, meat

alternatives, pie crusts and cones.

"Kellogg has a long history of raising awareness of the relationship between simple lifestyle changes and good health," said Angel Colon, senior manager ethnic marketing for Kellogg. "In addition to our ongoing commitment to developing products that are part of a healthy diet, we believe it is critically important to partner with community programs - such as Mayor Penelas' Health and Fitness Challenge - to promote good health."

Zumbando con Kellogg's, a fitness phenomenon that combines low impact aerobics to a Latin beat, encourages Miami residents to adopt fitness habits that can lead to a healthy lifestyle for generations to come.

Publix®

WHERE SHOPPING IS A PLEASURE.®

Publix is owned and operated by its 123,500 employees, with 2003 sales of \$16.8 billion. Currently Publix has

822 stores in Florida, Georgia, South Carolina, Alabama and Tennessee. The company has been named one of Fortune's "100 Best Companies to Work For in America" for seven consecutive years. In addition, Publix's dedication to superior quality and customer service is recognized as tops in the grocery business, most recently by an American Customer

Satisfaction Index survey. For more information, visit the company's Web site, www.publix.com.

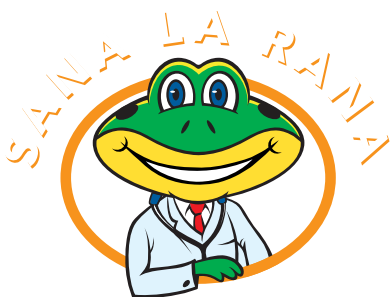
Publix is dedicated to community and the good health of our customers. We recognize the health issues of today: obesity, low-carb diets, exercise and proper nutrition. Our Publix Pharmacies promote awareness and early detection through education and knowledge. As a corporate sponsor, we are proud to join Mayor Penelas efforts in making a stronger, healthier community through the Mayor's Health and Fitness Challenge.



The BURGER KING® system operates more than 11,220 restaurants in all 50 states and in 60 countries and territories around the world. Ninety-one percent of BURGER KING restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades.

Burger King Holdings, Inc., the parent company, is private and independently owned by an equity sponsor group comprised of Texas Pacific Group, Bain Capital and Goldman Sachs Capital Partners. In fiscal year ending June 30, 2003, Burger King Corporation had system-wide sales of \$11.1 billion. To learn more about Burger King Corporation, please visit the company's website at www.burgerking.com.

"At Burger King Corporation, our HAVE IT YOUR WAY® heritage is at the heart of our brand," said Laina Kawass, Communications Manager. "By offering nutritious menu options and making the nutritional information of our products freely available, we put our guests in charge of making informed purchasing decisions. The Mayor's Health & Fitness Challenge was a great fit for Burger King Corporation, because it gave participants the freedom to make choices that best fit their needs and busy lifestyles while celebrating the commitment and desire to 'Get Fit,' 'Eat Right,' and 'Chill Out.'"



"As a community outreach partnership, The Mayor's Health and Fitness Challenge was key in helping us reach our goals of increasing awareness of cardiovascular disease within the Hispanic Community through both consumer and employer outreach. The initiative was instrumental in that it helped bring so many organizations from different sectors come together with one single focus: To improve the health of the community in which we live and work. The staff and organizers worked

tirelessly to make every component seamless and meaningful. We are actively looking for partnerships like this both locally and nationally." Julie Jurman – Marketing Strategy Manager, Pfizer, Inc.

ADDITIONAL SPONSORS AND IN-KIND CONTRIBUTORS

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Miami-Dade College Hospitality Management Program
Miami-Dade Transit
Miami-Dade County Government Center Building Management
Miami-Dade County Communications Department



In Partnership with:

Health Foundation
of South Florida

Presented by:



**W TA RENMEN AN SANTE
MEN W PA KONNEN KOUMAN?**
Leve Defi an epi...

Mete W an Fòm! Manje Byen! Layite Kò W!

Vin fè pati yon pwogram ki va dire en an GRATIS de aktivite egzèsis fizik mansyèl, nitrisyon ak aktivite pou jere stress sa yo ki pou ede w ak fanmi w vin an sante.



Li amizan. Li gratis. Sa va depann de w!



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